

What is claimed is:

- 1) A nonwoven material for personal care products comprising a mixture of fibers, binder in an amount between 1 and 6 weight percent and superabsorbent in an amount between 1 and 80 weight percent, wherein said superabsorbent is contained in micro-pockets in said nonwoven.
- 2) The material of claim 1 wherein said superabsorbent concentration in said nonwoven is between 25 and 75 weight percent.
- 3) The material of claim 1 wherein said superabsorbent concentration in said nonwoven is between 40 and 60 weight percent.
- 4) The material of claim 1 wherein said micro-pockets are formed by creping.
- 5) The material of claim 1 wherein said micro-pockets are formed by a pattern roll.
- 6) The material of claim 5 wherein said pattern roll is unheated.
- 7) The material of claim 1 wherein said micro-pockets are between 0.33 to 10 cubic millimeters.
- 8) The material of claim 1 wherein said micro-pockets are between 0.5 and 5 cubic millimeters.
- 9) A diaper comprising the material of claim 1.
- 10) A training pant comprising the material of claim 1.
- 11) An incontinence product comprising the material of claim 1.
- 12) A bandage comprising the material of claim 1.
- 13) A sanitary napkin comprising the material of claim 1.
- 14) The material of claim 1 wherein said nonwoven web is electret treated prior to addition of said superabsorbent.

- 15) A lofty nonwoven web comprising fibers and binder in an amount between 1 and 6 weight percent, wherein said web is processed to produce micro-pockets and wherein superabsorbent is placed in said micro-pockets.
- 16) The web of claim 15 wherein said nonwoven web is electret treated prior to addition of
- 5        said superabsorbent.
- 17) The web of claim 15 having a permeability above 1500 darcys.
- 18) The web of claim 15 having a permeability above 2000 darcys.